

## SinglePoint Networks TCO Whitepaper

SinglePoint Networks has developed the SinglePoint PBX a full VoIP PBX with built in VPN functionality. The following study shows the SinglePoint PBX in competition with 3 best of breed VoIP PBX vendors. Cisco Systems Call Manager, the Fonality PBXtra Call Center, and the SwitchVox PBX will be compared to the SinglePoint PBX based on initial purchase price, ongoing support price, and functionality provided by the system.

### **Fonality PBXtra quote:**

DESCRIPTION	QTY	EACH	PRICE
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PBXtra Call Center Edition	1	\$ 1,995	\$ 1,995
Dell w/1yr next-day on-site warranty	1	\$ 339	\$ 339
Upgrade to 1GB RAM	1	\$ 399	\$ 399
40GB HD RAID-1 Mirror	1	\$ 199	\$199
Base w/4 Analog Phone Ports	1	\$ 485	\$ 485
Base w/4 Analog Line Ports	1	\$ 525	\$ 525
24 Channel T1 Card	1	\$ 625	\$ 625
24 Channel T1 Card	1	\$ 625	\$ 625
Phone Configuration Fee	53	\$ 45	\$ 2,385
Polycom IP500	53	\$ 245	\$ 12,985
Annual Support (41+ User Pricing)	58	\$ 52	\$ 3,016

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TOTAL (excl. tax & shipping): \$ 23,578

The above does not have redundant power supplies because Fonality does not offer a system with a redundant power supply. Also as you can see they charge a per phone configuration fee and their support contract is based on the number of devices (read phones, servers, and cards inside of servers). The on-site warranty listed above covers only the server, is warranted by dell, and is marked up at least 100% from Dell's prices on their website. The service contract is a hardware replacement plus basic tech support contract. Fonality will not perform custom configurations, programming, database integration, custom call recording, or anything beyond basic operation of the system. No on-site installation is included in this quote, all installation must be performed by your employees or a contractor.

### **SwitchVox PBX Quote:**

Switchvox does not provide any system with redundant power supply or hard drives. To get this functionality you must purchase a supported server from Dell (of which the Poweredge 1800 is the lowest end server that has both). The server below is configured with dual processor, 2gb of ram, single nic, 2x80GB hard drive in raid1, and redundant power supply. The cost for the server was \$4830.00 without shipping, tax, or a support contract. Support contract was \$600 for 3 years. So after going to dell and purchasing this system, waiting 3 weeks for it to be delivered, then you go to SwitchVox, buy the

software for \$700, buy the phones at \$265 each, buy 2 PRI cards, and a 4 port FXO card, and their \$200/yr support contract. Switchvox doesn't support FXS cards so you can't fax through your PBX, you have to purchase either additional CO lines from the telco, or use fax over VoIP with an ata device, which is extremely unreliable. So, we get the following:

Server:	\$4830.00
Server Support:	\$600.00
SwitchVox Software:	\$700.00
Phones 53@\$265.00/ea:	\$13992.00
PRI Card:	\$664.00
Redundant PRI Card:	\$664.00
FXO Card:	\$461.00
Switchvox Support:	\$200.00/yr
3 Additional Phone Lines for fax:	\$720.00/yr (at \$20/line)
Total:	\$22831.00
Ongoing Cost:	\$1120.00/yr (\$200/yr dell, \$200/yr switchvox, \$720/yr 3 extra phone lines)

The support contract here covers software updates + basic tech support, however it does not cover advanced configurations, provide for remote assistance, or cover any advanced programming or database integration. It also does not cover hardware replacement. All phone and server hardware is covered by a 1 year manufacturer warranty, after which any failed hardware must be replaced by the customer out of pocket. Further because you now must maintain 2 support contracts (one with switchvox and one with dell) you will have to do a lot of troubleshooting beforehand, and determine whether it is the server hardware or the switchvox software that is causing the problem, and at any time switchvox can say "No that's a hardware problem talk to Dell". And dell can say "That OS isn't supported, install Windows XP and then we'll talk". This duality of service contracts need not exist and adds confusion and frustration to the support process. SwitchVox offers no on-site installation, and again you must install and maintain this system with in house employees or contractors.

**Cisco Systems quote:**

Obviously Cisco Systems is extremely expensive and for a 50 person office is probably overkill. Going with a Cisco solution a customer is provided with phenomenal service and support. You can simply call TAC and tell them what you need configured, give them access to your box, and they will set it up. The quoted Cisco service contracts are next business day hardware replacement, tech support, but no on-site service. The quote below includes nothing in the way of redundancy. The entire system will fail if any one of the devices below fails excluding obviously the phones.

Call Manager:	purchase price: \$15,995.00	Support: \$6,500.00
Phones:	purchase price: \$465 x 53	Support: \$75 x 53

Router: purchase price: \$7395 Support: \$995  
 Voicemail: purchase price: \$9,000.00 Support: \$500

Total: purchase price: \$57035.00 Support: \$11,970.00/yr

**SinglePoint Networks quote:**

SinglePoint Networks provides full redundancy by default on all of their systems (redundant hard drives in raid1 or raid5 configuration, and redundant power supplies). SwitchVox and Fonality disable features that are available in the PBX software that SinglePoint, SwitchVox and Fonality have in common. They charge extra to enable this functionality. By default all features are available on the SinglePoint PBX. The SinglePoint Networks service contract is much more like Cisco's. Because all SinglePoint PBX systems come preconfigured with a VPN server, with your permission SinglePoint Networks can access the box and configure it as you request. You get the best of both worlds, the low upfront purchase price of a Fonality or SwitchVox device and the service and support levels provided by Cisco without having to pay \$12,000/yr.

SinglePoint PBX: purchase price: \$7,500  
 Polycom IP-501: purchase price: 53 @ 225 \$11,925  
 Support: \$1,700/yr  
 Total: \$21,125

SinglePoint has greatly simplified the purchasing process, for \$7500 you get whatever PSTN connectivity you need, you are provided with phones, a fully redundant server, and support for 1 year for less than any other competitor in the space. The SinglePoint PBX also includes a full VPN access server, allowing you to connect remotely to your company's network, retrieve files, email, and even make calls through the PBX using a softphone. SinglePoint's service contract also includes full remote administration service, simply call SinglePoint tell them what you want configured and they will call you back when it is completed. You don't have to train anyone on using the phone system, retrain when that person quits or is terminated, you don't have to have on-site IT staff or pay a consultant thousands of dollars to set up and maintain your system. SinglePoint does it all including custom database integration, programming, and software updates, all aimed at getting you the most value and use out of your phone system. Because the SinglePoint PBX comes with VPN included, the installation process is greatly simplified as well. Simply plug in the box, call SinglePoint and they will do the rest. Your employees need only plug in their phones. Also if on-site installation is desired SinglePoint offers it, and will gladly come to your place of business for an additional fee.

**5 and 10 year TCO**

<b>SinglePoint PBX</b>	<b>Intertel</b>	<b>SwitchVox</b>	<b>Fonality</b>	<b>Cisco</b>
<b>Upfront Cost****:</b>				
\$21,125	\$50,000	\$22,831	\$23,578	\$57,035
<b>Support/Additional Costs:</b>				
\$1,700/yr	\$4,500/yr**	\$1120/yr**	\$3,355/yr* **	\$11,970/yr*

<b>Cost at 5 years:</b>				
\$27,925	\$72,500	\$27,311	\$36,998	\$116,885
<b>Cost at 10 years:</b>				
\$36,425.00	\$95,000	\$32,911	\$53,773	\$176,735

\*Assumes you add no new phones or devices to your network, these contracts are billed on a per device basis, IE adding 10 employees will increase this cost by \$520/yr for Fidelity, and by \$750/yr for Cisco.

\*\* Does not include the somewhat intangible cost of having to train a person in your office to maintain the phone system, nor the cost of the time that person spends actually working on the phone system.

\*\*\* Upfront cost does not include any installation fees charged by any company or consultant, nor does it account for employee time spent installing said system.

\*\*\*\* This Study does not address the tax advantages of purchasing a SinglePoint Networks PBX. They are two-fold. First, because of the lower initial purchase price, you will save on sales tax (assuming 7% sales tax, the savings on tax over the SwitchVox solution will be about \$120.00). Secondly the entire service contract amount can be written off each year, instead of subsidizing support with a large initial purchase price, SinglePoint spreads those payments out. This means you don't have to amortize as much, and can get larger tax benefits sooner.